

# Ontario Tourism Marketing Partnership MARKETING UPDATE

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## OFFICE OF THE PRESIDENT & CEO

The spring season is upon us and OTMPC's Spring Campaign is underway with a focus on the domestic market with a public launch at Union Station, using a tulip theme in partnership with the Tulip Festival and Loblaws.

The situation in Iraq poses significant challenges in the U.S. market in the near term. The OTMPC Board of Directors will be discussing contingency plans, and marketing tactics at a strategic planning session March 24/25. OTMPC is working closely with both the Ministry of Tourism and Recreation and the Ministry of Transportation to provide accurate and timely information to the travelling public on border crossing delays. Updated information will also be provided on the consumer web site and at 1-800-ONTARIO.

I encourage industry partners to come to our booth at the Tourism Federation of Ontario (TFO) Conference March 25 and 26 and meet with our Sales and TCIS staff to discuss future partnerships and other opportunities. I also look forward to seeing many of you at TFO.

## TOURISM'S SPRING CAMPAIGN!

OTMPC is distributing tulips, Spring Event Guides and new Spring Experience Guides to GO train commuters at Union Station on March 25. Approximately 125,000 Spring Event and Spring Experience Guides were produced this year. The new spring brochures which are full-colour, showcase a multitude of travel activities that can be enjoyed throughout Ontario are also being distributed at the Travel Information Centres, through 1-800-ONTARIO, and via our consumer web site.

2003 Spring and Summer Banner renewals and new postings on the web are still available - This is a great opportunity to reach a worldwide audience with an average of 100,000 users per month.

## SELLING ONTARIO TOURISM ABROAD!

Harvey Hamazaki attended the Canadian Tourism Commission's Hong Kong/ Korea Mission March 3 to 7. While in Asia, Harvey met with a total of 35 media and presented Ontario to more than 150 tour operators. This was the first time that all the major provinces traveled to Hong Kong and Korea and participated in a Team Canada approach to selling Canada as a travel destination.

Diane Helinski, attended the BIT Travel Show in Milan, Italy February 12 to 19. This is

**ONTARIO**  
CANADA  
*Tourism Partners*

The Ontario Tourism Marketing Partnership Corporation is an agency of the Government of Ontario.

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## SELLING ONTARIO TOURISM ABROAD!

the largest travel show in Italy. While at BIT, Diane met with several key media and tour operators. She also hosted 10 Irish media in Dublin on February 28 at the annual CTC Luncheon. Diane attended the Spotlight Show in London, March 1 to 6. Spotlight is the only trade show dedicated to Canadian suppliers in the U.K. which promotes travel to Canada. In Berlin she attended ITB, the largest travel show in the world. At ITB she met with key tour operators and media. OTMPC hosted a dinner for 45 German media, tour operators and Ontario suppliers.

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## EVENT MARKETING - FREE EVENT LISTING WITH OTMPC

Time to start thinking fall. Please make sure that your fall events and those in your community are registered with [www.ontariotravel.net](http://www.ontariotravel.net). Seasonal event listings are completely FREE, and appear on both our consumer site and in our quarterly events guide.

Just a reminder that to access the web listing and the events guide, you must register your organization with our industry web site at [www.tourismpartners.com](http://www.tourismpartners.com). Once you have registered and received confirmation, you will be able to submit your event listing for your organization. This information will then appear on our consumer site at [www.ontariotravel.net](http://www.ontariotravel.net).

If you want to have your fall event published in the OTMPC Fall Events Guide, you must submit your information by June 1, 2003. Fall Events includes events between the dates of September 1 and November 30. In summary:

#### Deadline for Submission

June 01, 2003

#### Includes Events During

September - November

#### Event Season

FALL

September 01, 2003

December - February

WINTER

A reminder to DMOs and VCBs that events listings will increase your region's presence on the web site and in the publication.

### CONTACT

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## NEW 2003-2004 MARKETING PLAN NOW AVAILABLE

Outlook, OTMPC's new 2003-2004 Marketing Plan has been posted on the partners' web site at [www.tourismpartners.com](http://www.tourismpartners.com). If you would still like a paper copy, please contact Lisa Rennie.

### CONTACT

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## NEW BOARD AND COMMITTEE CHAIR APPOINTMENTS

Joel Peters, Vice-President, Marketing and Commercial Development, Royal Ontario Museum has been reappointed Chair of the Marketing Performance Assessment Committee and has also been appointed to the OTMPC Board for two years. The

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## NEW BOARD AND COMMITTEE CHAIR APPOINTMENTS

OTMPC Board also appointed the following Committee Chairs:

- **Noel Buckley**, President Niagara Falls Tourism - North America Committee Chair (2003-2004) and Nick Vesely, General Manager, Sutton Place Hotel, Toronto - North America Chair (2004-2005).
- **Britta Winther**, General Manager, London Convention Centre - Meetings, Convention and Incentive Travel (MC&IT) Sub-Committee Chair (2003-2005).
- **Michael Ruby**, President, Muskoka Language Institute, Toronto - Overseas Committee Chair (2003-2004), Roseanne Longo, Director of Leisure, Sales and Market Development, Tourism Toronto, - Overseas Committee Chair (2004-2005).
- **Jennifer East**, General Manager, Killarney Outfitters - Outdoor Committee Chair (2003-2005).
- **Gino Giancola**, Senior VP Sales, Tourism Toronto - City Committee Chair (effective May 1, 2003 for a two-year term).
- **Suzanne Janke**, Director of Hospitality, Chateau des Charmes Winery - Town and Country Committee Chair (effective June 21, 2003 for a two-year term).

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## PARTNER NEWS!

**Sunset Country Travel Association** hopes to triple the number of internet visitors and requests for information it receives annually after launching its new strategic internet marketing project. The new internet project targets search engines through the use of key word based web site URLs and spider/robot friendly coding language used to develop the pages. Examples include:

[www.ontariocampgrounds.net](http://www.ontariocampgrounds.net)  
[www.ontariowalleyefishing.ca](http://www.ontariowalleyefishing.ca)  
[www.ontarioduckhunting.ca](http://www.ontarioduckhunting.ca)  
[www.ontariofishingresorts.ca](http://www.ontariofishingresorts.ca)

[www.ontarioadventures.ca](http://www.ontarioadventures.ca)  
[www.northwestontarlakes.ca](http://www.northwestontarlakes.ca)  
[www.ontariotowns.net](http://www.ontariotowns.net)

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## PARTNER NEWS!

Toronto is now reported to be the third fastest growing metropolitan area in North America and **Toronto Tourism** reports huge expansions at several hotels and tourism attractions. Highlights include a \$178 million expansion at the Art Gallery of Ontario (AGO), a \$7 million investment at the Hockey Hall of Fame, a \$200 million expansion at the Royal Ontario Museum (ROM) and a \$24 million enhancement project at Roy Thomson Hall.

On the hotel scene, expansions and renovations are happening at 12 Toronto Hotels with two new hotels scheduled to open later this spring. The Germain Group, known for its boutique style hotels in both Montreal and Quebec City, will open its fourth hotel, **Hotel Le Germain Toronto** in the heart of the Entertainment District. The new 11-storey, 122 room, \$25 million project will open in April. **The Isabella Hotel**, once the locale of the famous jazz club Cameo, which featured some of North America's most-talented jazz artists, is being completely retrofit as a heritage boutique hotel offering 35 rooms and 8 suites, opening in the spring of 2003. For more information on other developments in Toronto, partners should contact Tricia Hosking at Tourism Toronto.

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## FEEDBACK

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